



**THUNDERBIRD**  
SCHOOL OF GLOBAL MANAGEMENT

**Thunderbird**  
**International Business**  
**Certificate Programs**  
2007 - 2008

**Doing Business in China**  
“Preparing for the Global Marketplace”  
Certificate Program

## THUNDERBIRD

Founded in 1946, Thunderbird School of Global Management is the world's leading source of international business education and a pioneer in this field. With its more than 60-year legacy, Thunderbird consistently ranks among the best in global business education and remains among the top business schools worldwide. For the 11th consecutive year, Thunderbird has been ranked the #1 Graduate Program in International Business by *U.S. News & World Report*, #1 in International Business by *The Wall Street Journal/Harris Interactive* 2006 Business School Survey and #1 in International Business by *Financial Times*.

Based in Glendale, Arizona, Thunderbird operates overseas facilities and business partnering programs in Europe, Russia, Asia, North America and South America.

**Ranked #1 in International Business** by *Financial Times*, *The Wall Street Journal* and *U.S. News & World Report*

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# Today's Business Demands an Understanding of Modern China

Whether you're in China or not, no matter your industry or profession, your knowledge of what will certainly be the most influential economic power in the coming decades is critical. Get the tools you and your organization need with Thunderbird School of Global Management's Doing Business in China certificate program. No other open enrollment international business program, online or on campus, offers personalized cultural tools and management strategies for understanding communication, negotiation, business intelligence, joint ventures and more in contemporary China – directly from faculty who live and work there. Through a series of self-assessment tools, students discover their own cultural preferences, how they differ from their Chinese counterparts and most importantly, how they can adapt their individual business styles to achieve optimal success.

## DEVELOP SKILLS TO DO BUSINESS WITH CONFIDENCE

Thunderbird, consistently ranked #1 in global business education by industry leaders, offers this comprehensive program 100% online. You'll learn specific tools and techniques critical to working effectively in China's contemporary social, economic and political environment.

### You'll Learn:

- Grasping the modern Chinese economy
- Understanding the Chinese consumer
- Navigating Chinese management structures and decision-making processes
- Applying cultural tools for doing business in China
- To prepare for negotiations in China

## DISTINGUISH YOURSELF ACROSS CULTURAL BOUNDARIES

Thunderbird's Doing Business in China is a unique and powerful educational experience ideal for professionals who understand the need to prepare for the global marketplace. Through critical case studies, self evaluation tools and more, you'll learn the key social, economic and political factors that affect modern Chinese business.

*"The whole world's gaze is fixed on China – not just because the country is vast and growing rapidly, but because it profoundly affects the fortunes of companies everywhere."*

*The Economist, 2004*

## DOING BUSINESS IN CHINA — “PREPARING FOR THE GLOBAL MARKETPLACE” THE ONLINE CERTIFICATE PROGRAM

China – The economic power which will most shape the foreseeable future. As a professional in this global economy, understanding the modern Chinese market is critical. It requires a thorough understanding of the cultural, social, historical and economical Chinese perspective and it's now available online from Thunderbird.



### EVERYTHING YOU NEED TO KNOW

Students receive their Doing Business in China certificate after completing the Cultural Navigator™ exercise and the following three lectures:

**Developing Successful  
Business Partnerships**



**Managing Sustainable Teams,  
Alliances and Joint Ventures**



**Creating Competitive Advantage  
Through Strategic Insight**



**DOING BUSINESS IN CHINA  
CERTIFICATE**

Thunderbird School of Global Management is uniquely qualified to provide the knowledge you and your company need. Doing Business in China is designed to help professionals master the complexities of doing business in the cultural and political environment of China in order to become more productive managers and enhance their organization's global competitiveness.

### Program Benefits

- Understand the historical, social and economic forces that affect decision making in the Chinese business environment
- Develop management strategies specific to Chinese negotiation
- Learn cultural tools you can apply to Chinese business through key interviews
- Explore China's political economy

### Who Should Enroll?

No matter where you come from, at Thunderbird, we speak your language. This uniquely flexible online program, led by world-renowned professors with an unmatched Chinese business education, will prepare you for “truly global” success in the Chinese environment. So whether you're transferring to a new position, creating a company from scratch, setting up a distribution channel or wanting to understand the Chinese market and how it affects your business, you'll finish with the knowledge and the mindset crucial to your professional success.

## EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Our online classroom is second to none! It's dynamic, interactive and multimedia driven. You'll interact with fellow students and instructors in real time on message boards, in online chat rooms and via email – it's just like being in the classroom, live, on the Internet.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education, impacting your company's bottom line in a very positive way!

### UNPARALLELED FEATURES

- Virtual classroom that's better than live
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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## THUNDERBIRD — TRAINING THE WORLD

Each year, Thunderbird trains more than 6,000 business professionals across the globe – making it a truly global education provider. The school's Doing Business in China certificate program is designed to deliver knowledge and expertise from the top leaders in Chinese business education. The program focuses on both the “hard” and “soft” skills proven leaders use in order to prepare business professionals and their organizations for the unique characteristics of contemporary Chinese business – 100% online.

## TO SUCCEED YOU MUST KNOW YOUR ENVIRONMENT

After all, what you know and what you don't know will determine success or failure. Thunderbird's Doing Business in China certificate program consists of the Cultural Navigator™, followed by three streaming video lectures led by Thunderbird professors. Students complete a series of cultural self-assessment tools in order to discover their personal cultural preferences. This practical application gives students an individual framework of their own cultural and professional characteristics and styles they can carry through the entire program.

### Building Cultural Competence with the Cultural Navigator™

Cultural confidence affects the way you do business – from how you communicate to how you solve problems. The Cultural Navigator™ builds the cultural confidence you need to achieve your business goals through a series of case studies and quizzes. You'll learn to recognize your own cultural preferences as well as key differences and similarities between you and your Chinese counterparts. More importantly, you'll learn how to adjust your behavior in specific professional situations to achieve your optimal business results.

#### What You'll Study:

- How to apply your personal business style to modern China
- How to hone your listening skills
- Key suggestions for overcoming the most critical cultural gaps
- Timely context releases on the very latest in Chinese cultural management
- How to handle challenging situations

### Developing Successful Business Partnerships

Chinese culture impacts everything from business management, to professional relationships, to leadership. This lecture explores the decision-making process, issues of performance, the nature of culture shock and the importance of the global mindset in building effective negotiating and communication competencies. Interviews provide insight into critical topics including negotiation and business intelligence preparation, how to manage the younger generation and women and human resource management in China.

#### What You'll Study:

- Codes of conduct and style switching
- Cultural gaps and social distance in multicultural communication
- New market processes based on cultural due diligence
- Contradictions and change in the Chinese environment
- Chinese preferences concerning time, power, individualism,

structure, action and communication

### Managing Sustainable Teams, Alliances and Joint Ventures

Every culture has its own unique factors impacting everyday leadership and management effectiveness. This lecture explores the historical, generational and modernization differences that impact Chinese business and how they influence social and management structures and the decision-making processes. You'll also explore methods in evaluating successes in teamwork dynamics, human resources and motivation.

#### What You'll Study:

- The Chinese consumer
- The impact of China's geography and history on modern business
- Successful joint ventures from formulation to implementation
- China's future in innovation and globalization

### Creating Competitive Advantage Through Strategic Insight

Whether you function as a manager, leader or negotiator – to be successful in China requires a good understanding of its politics, geography and economics. This lecture explores the impact of the modern Chinese economy and economic reform on potential markets. You'll also gain a critical understanding of influential religious and philosophical traditions.

#### What You'll Study:

- Foreign direct investment flows into China
- How the Chinese consumer market differs from the West
- China's GDP and its significance
- The identification and measure of potential markets in China
- Chinese infrastructure and its challenges

## THUNDERBIRD FACULTY

Doing Business in China is taught by three of Thunderbird's renowned faculty who are recognized for innovative teaching methods, global best business practices and groundbreaking research, as well as commentary and viewpoints on the global business scene.

### C. Roe Goddard, PhD

Dr. Goddard is Associate Professor at Thunderbird. His areas of teaching and research are international monetary/financial relations and globalization, and foreign direct investment management in China. Dr. Goddard received his MBA in International Business from the University of Denver and his PhD in International Political Economy from the University of South Carolina.

After receiving his MBA, Dr. Goddard was a consultant with Arthur Andersen in their Shanghai, China office and has taught at several universities in China. At Arthur Andersen, he assisted firms entering the China market and in managing their relationship with the Chinese government. He teaches in the EMBA program at the Southwest University of Finance and Economics in Chengdu, Sichuan province, China, and is Senior Advisor to the Chengdu Investment Promotion Commission.

He is author of *U.S. Foreign Economic Policy and the Latin American Debt Issue* and co-editor of *International Political Economy-State-Market Relations in the Changing Global Order*. Most recently, Dr. Goddard published case studies on China's economic reform process and the management of manufacturing enterprises in China, country risk analysis and currency/financial crises, and is currently researching the valuation of the renminbi and financial market liberalization in China.

### Nandani Lynton, PhD

Living in China since 1993, Dr. Nandani Lynton is Vice President of Corporate Learning Asia and Clinical Professor of Global Business at Thunderbird. With Thunderbird since 2004, she leads the executive education activities in Asia, and designs and delivers senior executive programs. Dr. Lynton holds an MA and PhD in Cultural Anthropology from Cornell University and has applied anthropological insights to business consulting with Fortune 500 multinationals and governmental organizations around the world.

Her work focuses on assisting companies to meet the challenges of globalization. In China, her consulting has focused on helping companies develop effective organizations, focusing on the alignment of systems and culture with business goals and the development of leadership skills.

Together with professors and graduate students of Shanghai Jiao Tong University School of Management, she designed training programs for joint venture operations. Dr. Lynton was an Adjunct Professor at the University of North Carolina at Chapel Hill, responsible for the joint UNC and Peking Union Medical College medical management training program.

A frequent public speaker and author, her recent publications include an article on the dilemmas facing Chinese executives, an article on what differentiates highly effective expatriates in China and a chapter on Trends and Practices in Management Development in China, as well as a regular column on *Businessweek.com*.

### Karen S. Walch, PhD

Dr. Walch is an Associate Professor at Thunderbird and Associate Director of the Garvin Center for Language and Culture where she specializes in the area of cross cultural communication, diplomacy and negotiation, commercial mediation and international political economy. She earned her BA in Social Change and Development and her MA and PhD in Political Science from the University of Wisconsin, Madison. Her major areas of research and teaching are in global mindset, negotiation, international commercial mediation and cultural competency.

Dr. Walch has experience in curriculum and multimedia development, training, and facilitation for courses and projects on cross cultural communication, conflict resolution, negotiation and political economy. She teaches and researches in the area of interactive prenegotiation and dialogue for groups divided by commercial, political, ethnic and religious conflict.

She researches in the area of political and social-psychological factors in communication and negotiation — and in the analysis of dispute resolution in the context of political, social and commercial conflicts. She is author of *Self-Interest and Collaboration: The CBI Experience*, has published in *Caribbean Affairs*, *Journal of Language for International Business*, *The Thunderbird International Business Review*, *Global Business*, *Journal of Dispute Resolution*, and in *Caribbean Choices*, published by John Hopkins University Press. She is also co-author of *Understanding Negotiation* (translated in Chinese).

## UNIVERSITYALLIANCE®

The Nation's Leading Universities Online

With more than 300,000 enrollments since its inception, the University Alliance Online is the nation's largest exclusive e-learning provider of degree and certificate programs from accredited universities. The University Alliance includes: Villanova University, University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, University of South Florida, Regis University, Florida Institute of Technology, The University of Scranton and Jacksonville University.

The University Alliance works with leading universities to transform their classroom curricula into dynamic online programs that offer you optimal learning experiences.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financial aid, helping you enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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## CERTIFICATE PROGRAM TUITION

### Doing Business in China Certificate Program

Complete the program and receive your Doing Business in China certificate. With the skills to bridge the cross-cultural gap, you'll be prepared to make your business a "truly global" success.

Doing Business in China	\$1,980
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## WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

### Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

### Career Training Loan<sup>SM</sup>

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited distance learning undergraduate or graduate degree program or a certificate granting program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan, contact a program representative today or fill out an online application.

### Military Discount

Special discounts are available for active U.S. Military servicemembers. Please call for more information.

*"If you still think of China as a third-world economy, think again. It's a country of 1.3 billion people who are increasingly well-educated and worldly, and who are preparing to compete at the high end of the business world. Name an industry, and there's a good chance the Chinese will soon be battling for a piece of that pie."*

*Entrepreneur.com, 2006*



## CORPORATE PROGRAMS

### Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

### What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

### Start With a Pilot Program!

Register a group of your employees in one of our classes, and see how their newly acquired knowledge increases productivity and impacts your bottom line. This pilot program offers the following services to your organization:

- Special corporate pricing
- A unique online session with one of our experts to "kick off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

*"While India is coming on strong, China still owns bragging rights as the world's fastest-growing big economy. China, of course, is the world's manufacturing center, and attracting billions of dollars in foreign direct investment helps fuel the country's economic growth."*

*Businessweek.com, 2007*

**Guarantee your staff's success with international business skills from Thunderbird School of Global Management! Getting started is easy. Contact us today for complete details.**

## A DIVERSE NETWORK

The University Alliance provides corporate education for these prominent firms, including:

- Accenture
- Agfa
- Alliance Energy
- AT&T
- Bell South
- Bethlehem Steel
- Boeing
- Chevron
- Cisco
- CSX Transportation
- Dell
- Deloitte Consulting
- EDS
- ExxonMobil
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- NASA
- PricewaterhouseCoopers
- Schlumberger
- Sprint
- United Technology
- U.S. Department of Energy
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